

## AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

### Listing of Claims

What is claimed is:

1. (Currently Amended) A method of providing video content from a video server to a receiving device ~~having an associated identifier associated with a processor number for the receiving device~~, comprising:

selecting by the video server, out of a group of segments of video content, a set of segments of the video content to be protected, wherein the set does not include all segments of the group;

protecting by the video server, the segments of the set, but not other segments of the group which are not in the set, by modifying blocks of video data contained in the protected segments ~~to prevent the protected segments from being properly displayed by~~ such that the receiving device will not properly display the protected segments on a display device unless the receiving device undoes the protection is undone with assistance of a correct key that is not generally available and is based at least in part on ~~an~~ the associated identifier; ~~that includes~~ ing ~~at~~ the processor number for the receiving device; and

providing to the receiver device, by the video server, access to the group of segments of video content over a network.

2. (Previously Presented) The method of claim 1, wherein selecting the set involves selecting at least some of the set for visual scrambling and protecting the set includes visually scrambling those segments selected for visual scrambling.

3. (Currently Amended) A method of providing video content, comprising:  
selecting by a video server, out of a group of segments of video content, a set of segments of the video content to be protected, wherein the set does not include all segments of the group;

protecting by the video server, the segments of the set, but not other segments of the group which are not in the set, by modifying blocks of video data contained in the protected segments ~~to prevent~~ such that an intended receiving computer will not properly display the protected segments ~~from being properly displayed on a display device~~ unless the intended receiving computer undoes the protection ~~is undone~~ with assistance of a correct key that is not generally available;

providing to the intended receiving computer, by the video server, access to the group of segments of video content over a network;

wherein selecting the set involves selecting at least some of the set for visual scrambling and modifying blocks of video data includes visually scrambling blocks of video data in those segments selected for visual scrambling; and

wherein visual scrambling involves using a key, including a remote computer number based on hardware characteristics of ~~the~~an intended receiving computer.

4. (Currently amended) The method of claim 3, wherein the remote computer number is a processor number for the intended receiving computer.

5. (Original) The method of claim 2, wherein selecting the set involves designating those segments to be protected.

6. (Previously Presented) The method of claim 1, wherein selecting the set involves selecting at least some of the set for bit encryption and modifying blocks of video data includes bit encrypting those segments selected for bit encryption.

7. (Previously Presented) The method of claim 1, wherein selecting the set involves selecting at least some of the set for visual scrambling and at least some of the set for bit encryption, wherein some of the set may be selected for both visual scrambling and bit encryption, and modifying blocks of video data includes visually scrambling those segments selected for visual scrambling and bit encrypting those segments selected for bit encryption.

8. (Currently amended) The method of claim 3, wherein the remote computer number is stored and matched against a remote computer number from ~~a remote~~ the intended receiving computer during playback.

9. (Cancelled)

10. (Previously Presented) The method of claim 1, wherein the video content is in an MPEG format.

11. (Original) The method of claim 1, wherein prior to protection, the segments include video and audio and both the video and audio are protected.

12. (Currently Amended) A method of receiving and processing video content by at least one receiving device having an associated identifier with a processor number for the receiving device, comprising:

accessing by the receiving device, over a network, a group of segments of video content including a set of segments that does not include all segments of the group, and wherein the segments in the set, but not other segments of the group which are not in the set, have been protected by having blocks of video data in the segments modified ~~to prevent~~ such that the receiving device will not properly reproduce the protected segments from being properly reproduced on a display device without undoing unless the receiving device undoes the protection with assistance of a correct key that is not generally available and is based at least in part on the processor number;

undoing by the receiving device, the protection if the correct key is received by restoring blocks of video data in the protected segments to their original form; and

displaying by the receiving device, the video content on the display device by playing the group of segments seamlessly with a media player.

13. (Previously Presented) The method of claim 12, wherein at least some of the protected segments have been protected through visual scrambling.

14. (Original) The method of claim 12, wherein at least some of the protected segments have been protected through bit encryption.

15. (Currently amended) The method of claim 12, wherein the key includes a ~~remote~~ computer number associated with the receiving device.

16. (Original) The method of claim 12, wherein information identifying protected segments is contained in headers.

17. (Original) The method of claim 12, wherein information identifying protected segments is contained in at least one watermark.

18. (Original) The method of claim 12, wherein information identifying protected segments is contained in data transmitted separately from the segments.

19. (Currently Amended) A video content providing system, comprising:  
storage to hold at least video content divided into segments and an identifier associated with a processor number for a receiving device;

a user interface; and

~~circuity and software means for~~ cooperating with the user interface to enable selection of a set of the segments to be protected from a group of segments, wherein the set does not include all segments of the group, the circuitry and software also configured to protect the set of selected segments, but not other segments of the group by modifying blocks of video data within the selected segments, such that to allow access is allowed to the unprotected segments over a network but the receiving device will not properly display to prevent the protected segments ~~from being properly displayed on a display device after access over the network unless the receiving device undoes the protection is undone~~ by restoring the original blocks of video data with assistance of a correct key that is not generally available, wherein the correct key is based at least in part on the processor number.

20. (Currently amended) The video content providing system of claim 19, wherein said means is further for protecting the selected segments involves a key including a remote computer number.

21. (Previously Presented) The video content providing system of claim 19, wherein the user interface includes options to select at least some of the set of segments to be visually scrambled and the protecting of the segments selected for visual scrambling includes visual scrambling.

22. (Previously Presented) The video content providing system of claim 19, wherein the user interface includes options to select at least some of the set of segments to be bit encrypted and protecting of the segments selected for bit encryption includes bit encryption.

23. (Previously Presented) The video content providing system of claim 19, wherein the user interface includes options to select at least some of the set of segments to be visually scrambled and at least some of the set of segments to be bit encrypted, wherein some of the set of segments may be selected for both visual scrambling and bit encryption, and protecting of the segments selected for visual scrambling includes visually scrambling and protecting of the segments selected for bit encryption includes bit encryption.

24. (Cancelled)

25. (Previously Presented) The video content providing system of claim 19, wherein the content includes video signals and audio signals.

26. (Currently Amended) An article comprising machine readable media including instructions that when executed ~~cause~~ by a video content providing system, cause the video content providing system to perform operations including:

selecting a set of segments of video content from a group of segments to be protected wherein the selected set does not include all segments of the group;

protecting the segments of the selected set, but not the other segments of the group, by modifying blocks of video data such that to prevent a receiving device will not properly reproduce the protected segments from being properly reproduced on a display device unless the receiving device undoes the protection is undone with assistance of a correct key that is not generally available, wherein the correct key is based at least in part on a processor number for ~~the~~ receiving device; and

providing the receiving device access to the group of segments over a network.

27. (Currently Amended) The article of claim 26, wherein the correct key includes a ~~remote~~ computer number associated with the receiving device.

28. (Currently Amended) An article comprising a machine readable media including instructions that when executed by cause a video content providing system-receiving device, cause the receiving device to perform operations including:

accessing over a network a group of segments of content including a set of segments that does not include all segments of the group, and wherein segments in the set, but not other segments of the group which are not in the set, have been protected by modification of blocks of video data in the segments to prevent such that the receiving device will not properly reproduce the protected segments from being properly reproduced on a display device without the receiving device undoing the protection with assistance of a correct key that is not generally available, wherein the correct key is based at least in part on a processor number for a receiving device for the content;

undoing the protection if the correct key is received by restoring original blocks of video data in the protected segments; and

playing the entire group of segments, including both the protected segments and the other segments seamlessly with a media player on the ~~display~~receiving device, wherein the media player plays the protected segments improperly if the correct key is not received.

29. (Currently amended) The article of claim 28, wherein the key includes a ~~remote~~ computer number associated with the receiving device.

30. (Currently amended) A method of providing content from a video server to at least one a receiving device having an associated identifier associated with a processor number for the receiving device, comprising:

selecting by the video server, a set of segments of content from a group of segments to be protected wherein the set does not include all segments of the group;

protecting by the video server, the segments of the set, but not other segments which are not in the selected set, through visual scrambling determined based at least in part on the associated identifier, wherein the visual scrambling comprises modifying coefficients of video blocks within the protected segments; and

providing access to the receiving device, by the video server, to the group of segments over a network.

31. (Previously Presented) The method of claim 30, wherein the receiving device comprises a network information browser configured to display the provided content and to restore the coefficients of the video blocks in the protected segments using the associated identifier.

32. (Cancelled)